

# **THE HAWAII CONVENTION CENTER**

## **MARKETING UPDATE**

**WEDNESDAY, MAY 12, 2004**



Where Business and Aloha Meet

# WHAT ARE WE DOING ...

- INCREASED DIRECT SELLING SALES STAFF
  - NEW - National Director of Sales in DC
  - Increase in sales staff in DC and Chicago
- FOCUS ON KEY ACCOUNTS
  - Top 700
- CLIENT ADVISORY BOARD - Recommended Sales Tools
  - **The Hawaii Advantage**
  - Customized Presentations
  - Joint Partner Presentations



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# MARKETING STRATEGIES AND ACTIONS

- IMPROVING THE BUSINESS IMAGE OF HAWAII
  - HCC BUSINESS BRAND POSITION – “Where Business and Aloha Meet”
    - OBJECTIVE
      - Present Honolulu as a business destination
      - To differentiate the Center from a vast field of similar facilities
      - To display the Center’s unique features-architectural design, technology, artwork
- CONTINUE TO FOCUS ON CITY-WIDE CONVENTIONS
- INDUSTRY PARTNERSHIPS
  - Hotels
  - PCMA
  - ASAE
  - Testimony – Client Endorsements



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# MARKETING STRATEGIES AND ACTIONS

- **INTERNET MARKETING**
- **COLLATERAL – THE HAWAII ADVANTAGE**
- **THE AMBASSADOR PROGRAM**



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# COOPERATIVE MARKETING

- **MARKETING & SALES ADVISORY GROUPS**
  - **STAKEHOLDERS COMMITTEE**
    - Peter Apo, Native Hawaiian Hospitality Association
    - Jon Conching, Hilton Hawaiian Village
    - Brian DiMartino, 21<sup>st</sup> Century Group
    - Rick Egged, Waikiki Improvement
    - Dave Erdman, PacRim Marketing
    - Les Enderton, Oahu Visitors Bureau/HVCB
    - Rick Moad, Marriott Waikiki Beach Resort
    - Priscilla Texeira, Pacific Marketing Corporation
    - Cheryl Williams, Sheraton Hotels & Resorts
    - DeeDee Wood, Outrigger Hotels
    - Murray Towill, Hawaii Hotel Association
    - Mike Murray - HVCB
- **SELLING SUMMIT – “Operation Nalu”**



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# COOPERATIVE MARKETING

- COLLABORATION IN PLANNING
  - U.S. PARTNERSHIPS
    - Convention TV
    - Digital Medium (Web Development)
    - ExpoExchange (Housing)
    - Limtiaco Company (Public Relations)
    - Native Hawaiian Hospitality Association – NAHHA (Cultural Training)
    - Ogilvy & Mather Advertising (Hawaii Advantage; Advertising)
    - Pacific Marketing Corporation (PRIME, Ambassador Program)
    - PacRim Marketing (Web Development & Collateral – Japanese)
    - HVCB
  - INTERNATIONAL PARTNER PROGRAMS
    - HTA Marketing Partners
  - CLIENT ADVISORY GROUPS
    - Separate groups for Association and Corporate Meetings



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# COOPERATIVE MARKETING

- **HCC & HVCB**
  - Co-op representation at tradeshow; sponsorship of events such as ASAE & PCMA
  - Lead Exchange
    - Aggressive referral or lead exchange program whereby clients with inquiries are handled and referred to the proper division for assistance
  - Advertising
    - HCC focuses on advertising in Association Management and Convene
    - HVCB focuses in publications geared more toward single property bookings
  - Collateral materials presented outlining roles of both organizations
- **DBEDT**
  - Development for DBEDT DVD presentation used at a San Diego trade event



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# WEB MARKETING

- **United States of America Internet Usage and Broadband Usage Report - Internet Usage Statistics:**
  - Latest Population Estimate: 294,540,100 population for 2004, according to worldgazeteer.com.
  - 199,096,845 Internet users as of January/2004,
  - 67.6% of the population, according to Nielsen//NetRatings
- **[www.hawaiiConvention.com](http://www.hawaiiConvention.com)**
  - Market Hawaii's business brand via the web
  - Establish a user friendly, business oriented site
  - Use the site as an interactive research tool
  - Provide quality information
  - Use of the website to distribute leads and solicit bids
  - Client's Corner
  - Partner's Corner
- **[www.jp.hawaiiConvention.com](http://www.jp.hawaiiConvention.com)** (Japanese Version)
  - Japan users prefer a more technical site – more photography



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*Only one destination in the world can give your meeting*  
**THE HAWAII ADVANTAGE**



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# THE HAWAII ADVANTAGE

- OBJECTIVE
  - To highlight the advantages of doing business in Hawaii
    - Client Testimonial
  - To drive executives and meeting planners to consider Hawaii
  - Address the issues in a positive fashion
  - Drive planners to [www.hawaii-convention.com](http://www.hawaii-convention.com) or to call regional sales team
  - Sales tool for regional sales team as well as meeting planners



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“IF YOU HAVE  
TO FLY TO A MEETING  
*a couple more hours in the air won't matter~*  
WHERE YOU LAND DOES.”

—  
RED CAVANEY, Chairman, ASAE

## SEE THE POWER OF ALOHA IN ACTION

### ENCLOSED DVD & CD-ROM INCLUDES:

- Video tour with testimonials
- Powerpoint presentation
- E-mailable brochure in PDF format
- Floorplans with measures & capacities
- Accommodations listing
- Shipping and Travel guide & cost-saving tips

For the up to minute news, information and  
assistance log on to: [www.hawaii-convention.com](http://www.hawaii-convention.com)



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# HCC 2004 OFF-SHORE BOOKINGS

	2004 Total YTD
Off-shore Events	33
Total Attendance	101,315
Total Room Nights	177,665
<b><i>Total Visitor Spending</i></b>	<b><i>\$294,308,000</i></b>
<b><i>Total Tax Revenue</i></b>	<b><i>\$24,378,000</i></b>



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